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W. Layson
2/14/03

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Robert M. COOPER, et al. Art Unit : 2611
Serial No. : 09/365,735 Examiner : Son Huynh
Filed : August 3, 1999
Title : VARYING ELECTRONIC CONTENT BASED ON LOCAL CONTEXT

Commissioner for Patents
Washington, D.C. 20231

RESPONSE

In response to the action mailed October 1, 2002, please amend the application as follows:

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In the claims:

Please amend claims 1, 30, 62-64, and 66-69 as follows:

1. A method of presenting content in a web-based television (TV) environment, the method comprising:

determining a geographic location of a viewer of a web-based TV system;
determining a local context for the viewer based on the determined geographic location;
customizing a content page based on the determined local context; and
presenting the customized content page to the viewer.

30. A method of presenting electronic content in a computer-network based environment including a host computer and a local computer, the method comprising:

determining a geographic location of a user of a computer network;
determining a local context for the user based on the determined geographic location;
selectively retrieving from the host computer or from the local computer context-related information associated with the determined local context; and
customizing the content page based on the retrieved context-related information.

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